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**ANALISIS PERAN *HOST* WANITA
DALAM PROGRAM *ONE STOP FOOTBALL* DI TRANS7**

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Abstrak

TUJUAN PENELITIAN adalah mengetahui peran *host* wanita dalam program *One Stop Football*.

METODE PENELITIAN yang digunakan dengan pendekatan kualitatif yang diperoleh dengan teknik wawancara dan observasi langsung, yang menghasilkan data deskriptif berupa kata-kata tertulis.

TEORI penelitian ini menggunakan dua teori, yaitu teori *host* dan proses produksi.

HASIL YANG DICAPAI peran *host* wanita dalam program *One Stop Football* sangat penting dan proses produksi program *One Stop Football*.

SIMPULAN peran *host* wanita dalam program *One Stop Football* sebagai daya tarik penonton laki-laki dan perempuan, dan proses produksi yang dimulai dari pra produksi, produksi dan pasca produksi. (SYM)

Kata Kunci : *peran host, program, One Stop Football*

Abstract

The objective of this study is to know the role of female host in the programme show on Trans TV called One Stop Football.

The method utilized in the study is qualitative approach, by which the data was derived from interview technique and direct observation; as a result, descriptive data in written forms was obtained.

There are two theories that become the background theories of the study; host theory and production theory.

The finding of the study proves that the role of female host on the tv programme One Stop Football on Trans TV is very significant and the production process of One Stop Football.

Conclusion of the study is that the role of female host in the programme of One Stop Football is to attract not only male but also female audience, and production process is started from pre production, production and post production. (SYM)

Keywords : *host role, programme, One Stop Football*